

HOUSE FURNISHINGS—LADIES' REST ROOM ON BALCONY

Present Hale Institution Was Planned in Year 1915

The present Hale institution was planned by the founder in 1915, when the present home was built at 109 West First street. At that time Mr. Hale anticipated the day when all departments would be combined under one roof. The building was constructed accordingly. The extremely high ceiling, allowing for a balcony extending entirely around the four walls was included in the planning.

Hale also knew the time would come when parking space would be at a premium. He knew the aversion of country as well as city people to parking their cars several blocks away from the place they intended to trade, and he realized that on West First street this would be avoided. At the Hale location there is usually plenty of parking space, which allows shoppers to make their purchases quickly and return home without unusual delays.

Almost any day one may see three Arrows parked beside Fords in front of near the Hale store, which shows the facilities there are appreciated by all classes of citizens.

Directly behind the store is a Prison spurtrack, which allows the unloading of goods right into the rear door without the expense and delay of long drayage.

Measuring Machine Will Perform Unusual Stunts

The measuring machine designed to read to one one-hundredth of an inch and used by the Brown & Sharpe Mfg. Co., Providence, R. I., for testing the accuracy of standard gauges and other tools that must be furnished to very accurate dimensions is shown in figure 1. At first thought it would hardly seem possible that such a fine degree of precision would be possible, especially in the measuring machine. Indeed, this measuring machine is practically 400 times as small as the average human hair.

As the reader will notice, this instrument consists principally of a large double I-beam section which gives great rigidity, to resist any tendency of the measuring points to become deflected. The measuring wheels graduated to read to one ten-thousandth of an inch and a vernier plate used in connection with the wheel makes it possible to obtain the one hundred-thousandth of an inch readings.

Probably the question would arise as to how the life of the micrometer screw would be very long for such great precision, but this is obtained by the bearing which is practically equal to the length of the screw.

The scale on the bar carries two lines of graduations, one of which is easily visible to the naked eye and is used in locating the scale approximately and the other graduations which are invisible to the naked eye except under favorable light conditions, are used for the exact reading of the scale with the help of the microscope. These graduations are also the same as the hair line of the microscope, each being one ten-thousandth of an inch wide. This precision instrument can be set to measure distances as long as 16 inches.

No sensitive is this machine that when a gauge is lightly supported between the measuring points, a human finger placed upon the rugged I-beam will generate sufficient heat to make the I-beam expand and let

There are 25,000 square feet of floor space in the building, and aside from the aisles, which are always kept clear, every available inch is taken with parts of the large stock carried.

On the balcony is a well equipped rest room where customers may recuperate in comfort from a strenuous day of shopping. More than 35,000 square feet of lumber was used in building the shelving alone. Every article small enough rests on a shelf, where it may easily be seen by customers and as quickly delivered to them in event they wish to make a purchase.

From the front door several complete departments may be viewed easily. Almost the entire interior may be seen from that point. The show windows are of mammoth proportions, sufficient to provide for any kind of a window display that can be imagined by a window decorator.

In the builders' hardware department is virtually everything needed for a one-story bungalow or a 20-story office building. Thousands of cans of paint of all colors are easily accessible for those who contemplate repainting their homes.

The Hale store is doubtless one of the most interesting institutions in the city, and there is no doubt it is one of the largest.

the gauge drop from between the measuring points.

These and similar instruments are in daily use by the Brown & Sharpe Mfg. Co. in measuring gauges and other of their machine tools.

A complete line of Brown & Sharpe Machine Tools is carried by M. C. Hale & Co., Tulsa, Okla., where they can be seen and who will be very willing to furnish a catalog showing these tools as well as the Brown & Sharpe line of fine cutters.

More Clovers and Dairy Cattle Needed

By P. G. HOLDEN,
Field Director, Agricultural Extension
Department, International Harvester Co.

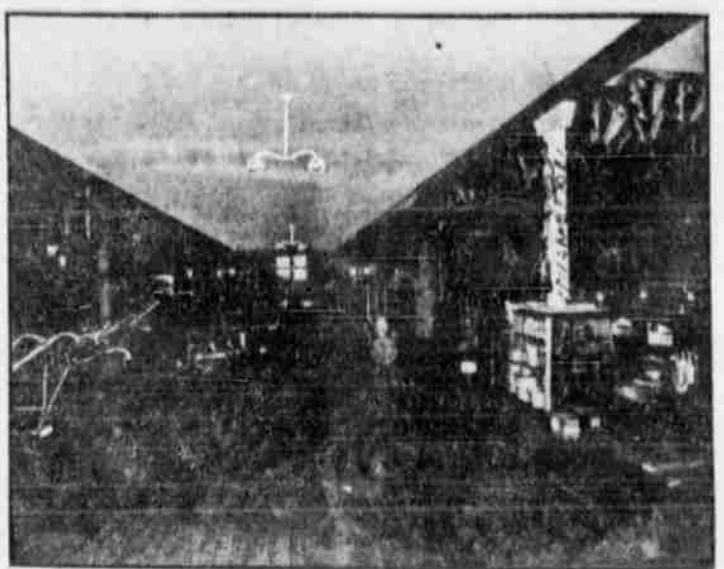
If every American farmer will give greater attention to the growing of protein foods—alfalfa, sweet clover, cowpeas, soy beans, peanuts and other members of the clover family—our production of protein feed and dairy products will be greatly increased. As a result, also, our production of almost every other crop produced on the farm will be greater.

The growing of clovers means crop rotation and diversified farming. It means more livestock and more dairy products. It means more fertile soil, greater prosperity, a steady income the entire year.

Alfalfa and sweet clover can be grown on any farm. Patience and determination alone are necessary for success. If we raise hay we are bound to raise livestock. This means more dairy cattle and more dairy products. Whatever the market price of alfalfa may be, it is worth more to us when sold in the form of milk or butter.

We cannot afford to feed the scrub cow that does not produce enough milk to pay for her keep. Dairy products furnish us with protein necessary for the building of bone and tissue. The world's destiny must be carved by vigorous men and women. If we are to have strong men and women, we must have well-developed boys and girls.

Impliment Department of Hale Store Is Interesting Portion



The implement department is located on the top floor. In it may be found a wonderfully wide variety of farm implements and machinery. Mowing machines, rakes, wagons, buggies, gasoline engines and dozens of large and small may be seen, all set out and ready for instant removal.

An unusual section in this department is the corner where repairs and parts are kept for virtually all makes of farm machinery. When a piece of farm machinery breaks

Tulsa a Muddy "Burg" When Hale Moved Here

When the M. C. Hale Hardware company located in Tulsa about 20 years ago there was no Coaden building, no Kennedy building, no Exchange National Bank building, no First National, Palace, Mayo, Sinclair, Municipal building, Bell Telephone company, or other building of like proportions. In fact, Tulsa in those days stopped at First street.



L. COLLIOT,
Buyer and City Salesman.

Bankers Should Push Dairy Farming Along

By P. G. HOLDEN,
Field Director, Agricultural Extension
Department, International Harvester Co.

There are few farmers who do not know the importance of raising dairy cattle. The millions of acres of worn-out land are testimony to the need of conserving soil fertility and this can be accomplished only by diversified farming, the growing of legume crops, the raising of dairy cattle and other livestock



FOR PERFECT BAIT CASTING—THESE ARE THE REELS

TO CAST perfectly—without a back-lash, snarl or tangle—is over half of the real thrill and sport of game-fishing. To make every cast a perfect cast—is the added pleasure and joy which comes to anglers using the South Bend Anti-Back-Lash Reel or the new South Bend Level-Winding Anti-Back-Lash Reel.

It is impossible to make other than a perfect cast with either of these reels. Both have the famous South Bend Anti-Back-Lash feature, which in reality "thumbs" your reel for you. This device automatically stops the reel spool the instant your bait "lands" at the end of the cast.

The new South Bend Level-Winding Anti-Back-Lash Reel is a combination of the South Bend Anti-Back-Lash feature, with the Level Winding or spooling device of the celebrated Shakespeare. Upon reeling in, your line winds perfectly even and level. Come in and inspect both these reels.

GET YOUR SOUTH BEND BAITS AND TACKLE NOW

Sporting Goods Department

M. C. Hale & Co.

109 West First, Tulsa

This should be in charge of a trained and experienced agriculturalist, who should act as a farm adviser.

He should keep in close touch with the farmers, and in every way encourage the growing of dairy cattle. He should point out the increased profits that come from marketing grain and forage crops in the form of beef, pork, mutton or dairy products, and the importance of maintaining soil fertility. He should assist in organizing stock improvement associations in the community; help the farmers in marketing dairy products; take a leading part in the organization of agricultural fairs and exhibits, livestock shows and chautauques; be instrumental in forming calf, pig and poultry clubs and in interesting the boys and girls in raising livestock. And finally he could prove of assistance in the procuring of farm loans for financing those who desire to raise dairy cattle.

SAPOLIN

Special Goods for Special Purposes

SAPOLIN GOLD PAINT, READY-MIXED JAPANESE
SAPOLIN WIRE SCREEN ENAMEL
SAPOLIN BRONZING LIQUIDS
SAPOLIN GILDING POWDERS
SAPOLIN ALUMINUM GLAZE
SAPOLIN AUTO ENAMEL

SAPOLIN GOLD ENAMEL, WASHABLE, OUR FAVORITE
SAPOLIN ENAMEL, PORCELAIN FINISH
SAPOLIN ALUMINUM ENAMEL
SAPOLIN STOVEPIPE ENAMEL
SAPOLIN BATHTUB ENAMEL
SAPOLIN VARNISH STAINS

SAPOLIN FLOOR & FURNITURE STAINS
SAPOLIN CARRIAGE GLOSSCOLORS
SAPOLIN MOTOR & ENGINE ENAMEL
SAPOLIN VARNISH SPECIALITIES
SAPOLIN FURNITURE POLISH
SAPOLIN GOLD GLAZE

Gerstendorfer Bros.

NEW YORK, U. S. A.

Sold in Tulsa by

M. C. HALE & CO.

109 West First



The BEST Is None Too Good

When buying ammunition, always insist on the highest grade the dealer handles.

One faulty shell may spoil the best shot of the day—one defective cartridge may imperil your life. You cannot afford to take chances.

To insure getting "The World's Best," always ask for Western shot shells and cartridges—the same that the victorious American Olympic Trap-shooting team used when all records were shattered.

The red diamond trademark identifies them. Insist that your dealer gives you what you want.

WESTERN CARTRIDGE COMPANY

East Alton, Illinois

Western ammunition, accessories, targets and traps are sold in Tulsa by leading stores such as

M. C. HALE & COMPANY

HERCULES



POWDER

ECONOMICAL EXPLOSIVES

Proved and Dependable

Hercules Special No. 1 has 70 more 1 1/4-in. by 8-in. cartridges per 100 pounds than Extra dynamite. It will do as much work per cartridge as 35% dynamite and will frequently replace 40%, but costs less per cartridge than 15%.

Hercomite has over 100 more 1 1/4-in. by 8-in. cartridges per 100 pounds than Extra dynamite. It will do as much work per cartridge as 25% dynamite but costs less per cartridge than 15%.

Hercules Special No. 1 and Hercomite are not an experiment; they already are widely used and have proved their dependability on many kinds of work.

We also handle a complete line of Hercules Permissible Explosives and Black Blasting Powder for coal mining.

M. C. Hale Hardware Co.

109 WEST FIRST
Tulsa, Oklahoma



Wherever You Go You'll See Hinges



Are You Going to Build a Garage?

McKinney Complete Garage Hardware Sets make possible a wide choice of distinctive entrances and cut down building costs. Booklets illustrating and describing these sets will be sent gladly on request.

Stop and look about you. Count the hinges within view. Whether you are at home, in your office, in your factory, or on the farm, you can see them—sometimes by the dozen, sometimes by the hundreds and in big buildings by the thousands. Everyone uses Hinges everywhere.

Hinge-making is important. Hinge usefulness is universal. The McKinney Manufacturing company at Pittsburgh, Pa., realized this when they designed their first hinge over fifty years ago. It set a standard for the millions that have followed since. Today the name McKinney is a mark of unexcelled usefulness, design and durability.

When planning for building or repairs, don't overlook a proper selection of hinges. Remember hinges make doors possible. McKinney Hinges—better doors.

McKINNEY
Hinges and Butts

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M. C. HALE & CO.

TULSA, OKLA.